S 66

- U.S. Senate passes cable bill S. 66
- CHN and Daytime reveal merger plans
- Creech named president of information council
- Jerrold to buy Century III

CableVision

The news and features weekly of the cable television industry June 27, 1983 $3.00

DESCRAMBLING CABLE'S IMAGE

CTA '83

C8920-2 6/22/83

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PLUS Tumpowsky counsels individuality

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CableVision June 27, 1983. Volume 8, Number 42

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Tom Wheeler

NCTA '83

Healthy attendance, modest deal-doing, marked the 32nd cable spectacular in Houston. **Leading the week, pages 15-20.**

S. 66 passes

A major victory for the industry, the compromise cable bill passed by a wide margin in the Senate. **Leading the week, pages 15-20.**

Hardware makes a splash

At the NCTA convention last week, hardware took on a glamorous profile. **Leading the week, pages 15-20.**

Hearst/ABC, Viacom merger

After weeks of speculation, the parent executives of Cable Health Network and Daytime confirmed that they reached an agreement to merge the two advertiser-supported, money losing services into one, as yet unnamed, "lifestyles" network. **Leading the week, pages 15-20.**

Cable info agency

As Dan Ritchie officially named Kathryn Creech to the presidency of the Consortium for Cable Information, he said, "If we do our job right," the effort could yield a 5 to 10 percent market penetration increase. **Leading the week, pages 15-20.**

More British pay TV

Three Hollywood film studios joined British cable to start a second new pay TV service for the U.K. **Leading the week, pages 15-20.**

HBO still confident

Home Box Office President Frank Biondi said Tri-Star is not in jeopardy as a result of the Justice Department decision. **Leading the week, pages 15-20.**

NCTA wrap-up

Amid a dazzling audio-visual spectacle, delivering music, fireworks and 35 screens of video, Cable '83 kicked off with top industry representatives urging the business to forge its position as the competitive choice for consumers. The NCTA leaders said cable's competitive challenges can be met through better consumer-oriented marketing and the regulatory equality offered by cable bill S. 66. **Page 26.**

ESPN to boost sub fee

With a 10-cent per sub monthly charge to some affiliate operators in effect for the past six months, the Entertainment and Sports Programming Network will boost that fee to 13 cents beginning next January. **Page 86.**

TM withdraws from Philly

Times Mirror has officially pulled out from the Area 1 franchise in Philadelphia, clearing the way for city officials to reopen the bidding process. **Page 88.**

Cable's first Clio champions

MTV and two agencies entered the advertising business record book as winners of the first Clio Awards for made-for-cable TV campaigns. **Page 94.**

About the cover

The 32nd annual NCTA convention kicked off with an eye-catching general session delivering music, fireworks and 35 screens of video. Photo by Rob Stuehrk.

This week in PLUS

Michael Yudin wants his company, Reeves Cable Productions, to be "the Aaron Spelling of the cable business." And so far he's not doing too badly. The division of Reeves Communications Corp. has launched seven series on four national services—and all seven projects are still going. . . If cable's supposed to be different from broadcast, why's everybody trying the same things—like broadcast does? Ira Tumpowsky, vice president and group supervisor of communications services at Young & Rubicam, says he sees too many services acting like too many other services, when they all supposedly have individual personalities. Besides differentiating through programming, Tumpowsky says, services need to take a different marketing tack—approaching advertisers the way specialized magazines do. **Pages 47-70.**

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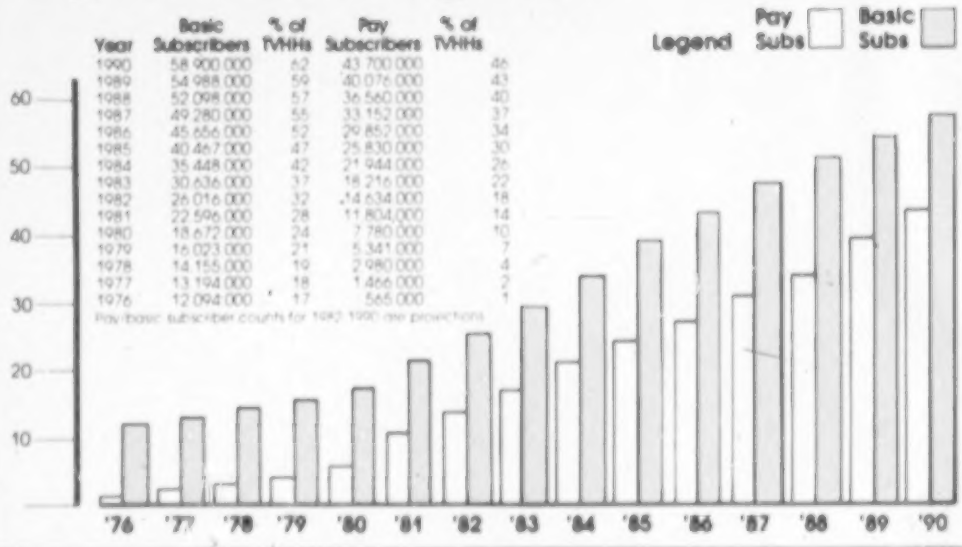
Cable stats

Pay/basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	56	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections.



Cable barometer

Television households (TVHH) 83,900,000
Homes passed by cable (HP) . 51,019,700
Percent of TVHH passed by cable 60.8%
Basic cable subscribers . 28,933,300
Percent of TVHH with basic cable 35.7%
Percent of HP with basic cable 56.7%
Pay cable subs 16,800,000
Percent of TVHH with pay cable 20.2%
Percent of HP with pay cable 32.9%
Percent of basic subs with pay cable .. 58.1%

Figures are as of May 31, 1983

Film product comparison—June

Film	Pay Networks					Distributor
A Clockwork Orange			TMC			Warner Bros
A Dangerous Summer			TMC			Samuel Goldwyn Co
The Abominable Snowman of the Himalayas			TMC			20th Century-Fox
Across the Great Divide	(HBO)	(ST)			HTN	Simcom
The Affair of Dobie Gillis		ST				MGM/UA
Alien			TMC*			20th Century-Fox
The Amazing Captain Nemo	HBO*					Warner Bros
An Eye for an Eye		(ST)			C	Wescom
And Now My Love					C	Castle Hill
And Your Name Is Jonah					C	Worldvision
Angel of H.E.A.T.		ST				Carolco
The Asphyx			TMC*			Muller Media
Attack Force Z			TMC			Overseas Film Group
Author! Author	HBO	ST	TMC		HTN	20th Century-Fox
Barbarella			(TMC)		C	Paramount
Barbary Coast		ST*				Samuel Goldwyn Co
The Barretts of Wimpole Street		ST*				MGM/UA
Becket			(TMC)		C	VCI
Beloved Enemy		ST				Samuel Goldwyn Co
The Betsy					(C)	Lorimar
Big Mo					(C)	Wescom
Bills The Loves of a Young Woman					C	Atlantic
Bite the Bullet					C*	Columbia
Blood Beach			TMC			Viacom
The Boogens	HBO*,	(ST)	(TMC)			Sunn Classic/Taft
Breaking the Sound Barrier					C*	Alan Enterprises
Buddy Buddy	(HBO)	(ST)	(TMC)		C*	MGM/UA
Bugs Bunny's 3rd Movie 1001 Rabbit Tales	HBO	ST	TMC			Warner Bros
Casey's Shadow				(HTN)	C*	Columbia
The Catered Affair		ST*				MGM/UA
Caveman	HBO	(ST)	(TMC)			MGM/UA
Chandler					C*	MGM/UA
Chasing Horizons			TMC			Sonto
Cheaper To Keep Her					C*	Paramount
Circle of Two					(C)	World Northal
Clash of the Titans		ST		HTN*	(C)	MGM/UA
Cloud Dancer		ST	TMC			Viacom
The Comeback					C	Columbia
Come Back to the Five and Dime Jimmy Dean Jimmy Dean		ST				Viacom
Come Have Coffee With Us					C	Castle Hill
Confessions of a Pop Performer					C*	Columbia
The Corn is Green	HBO					Warner Bros
Dangerous Davies The Last Detective					C	AC
Danny				HTN		Wombat
Das Boot/The Boat					C	Columbia
Dead Men Don't Wear Plaid	HBO*	(ST)	(TMC)			Universal
Deadline				HTN		Worldvision
Deathtrap	HBO	ST	TMC	HTN		Warner Bros

Film	Pay Networks					Distributor
Death Wish II	HBO				(C)	Orion
The Deep				HTN	C	Columbia
Distance					C	Atlantic
D.O.A.			TMC*			Cannon
Dog Day Afternoon	HBO					Warner Bros
The Elephant Man		(ST)	TMC			Paramount
The End of August			TMC			Quartet
Endless Love	HBO				(C)	PolyGram
Exodus					C	MGM/UA
Eye of the Needle		ST*			(C)	MGM/UA
Falling in Love Again		(ST)	TMC			1915
The Farmer Takes a Wife					C	20th Century-Fox
Fast Walking	HBO		TMC			Lorimar
Fighting 309th		ST*	(TMC)			Paramount
For Your Eyes Only	(HBO)	(ST)	TMC*	(HTN)	(C)	MGM/UA
The French Woman		ST				Film Gallery
The French Lieutenant's Woman		(ST)			C*	MGM/UA
Gorspor	(HBO)	(ST)	(TMC)	HTN*		Paramount
Gos		(ST)	TMC			Paramount
Gideon's Trumpet			(TMC)		C	Worldvision
Gizmo					C*	Film Gallery
The Great Adventure		ST				Simcom
Green Ice			TMC*	HTN*	C	Viacom
Gunn				HTN*		Paramount
History of the World Part I		ST	TMC		(C)	20th Century-Fox
The Hi or Guard		ST				Viacom
Hoosiers				TMC		Australian Film Office
The House Where Evil Dwells		ST	TMC			MGM/UA
The Howling		ST	TMC*		C	Wescom
If You Could See What I Hear	HBO	ST	TMC			Jensen Farley
Islands in the Stream				HTN		Paramount
Jackson County Jail					C*	New World
Jimmy The Kid	HBO					New World
Jonathan Livingston Seagull				HTN*		Paramount
Joy In The Morning		ST				MGM
The Jungle Book			TMC			Cannon
The Kid from Brooklyn		ST*				Samuel Goldwyn Co
Lady Chatterly's Lover		ST*	(TMC)			Viacom
The Last Chase	HBO					Agamy
The Late Show			TMC*			Warner Bros
Let's Do It Again		(ST)		HTN		Warner Bros
Lion's Moon	(HBO)		(TMC)		C	Crown International
Lies My Father Told Me				HTN		Columbia
Lion of the Desert					C	Magnum
Little Miss Marker					C*	Universal
Little Mo	HBO*					Worldvision
The Lonely					C	Electric Picture Co
Looker		ST		HTN		Warner Bros
Love at First Sight			TMC			Atlantic
Magnificent Yankee		ST				MGM/UA
The Man from Clover Grove		ST*				Lord Byron
Man of La Mancha			(TMC)	HTN*	(C)	MGM/UA
Missing	(HBO)	(ST)	TMC*	(HTN)		Universal
Mountain Family						

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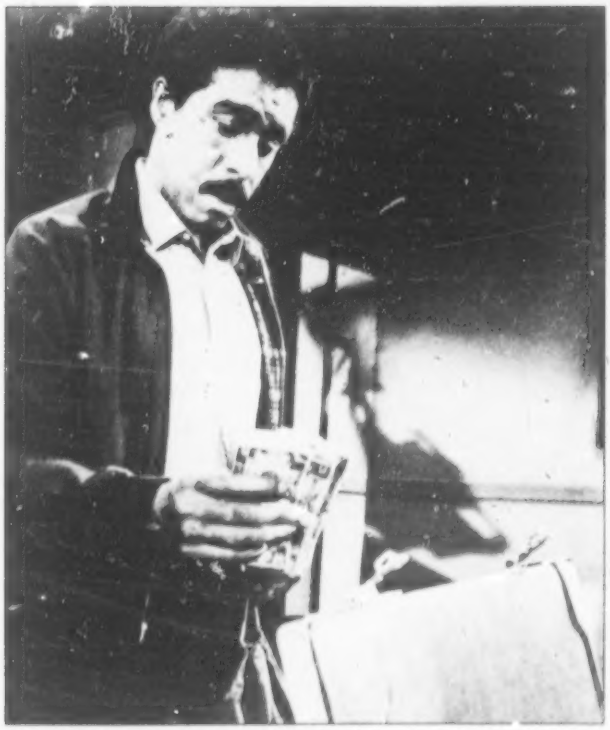
Cable stats

Film	Pay Networks	Distributor
Robinson	HBO* (ST) (TMC) (HTN)	Simcom
The Music Man	* ST (TMC)	Warner Bros.
Nashville Girl	C	New World
The Next One	TMC	Wescom
The Octagon	C	ACG
On Golden Pond	HBO TMC	Warner Bros.
On Heavenly Dog	C*	Mulberry Square
On Golden Pond	(HBO) C*	ABD
Only When I Laugh	HBO (C)	Columbia
The Optimists	HTN*	Paramount
Outcast of the Islands	C	Avco Embassy
Outlaw Blues	* TMC	Warner Bros.
The Outlaw Josey Wales	HBO ST (TMC)	Warner Bros.
Pandemonium	(HBO) (TMC)*	MGM/UA
Pippin	(ST) TMC	Lorimar
Paradise	HBO* (ST) TMC*	Embassy
Partners	HBO* (ST) TMC	Paramount
The Pied Piper	* HTN	Paramount
The Putterson Incident	C*	HBO
Popeye	HBO TMC	Paramount
Poltergeist	HBO ST TMC	MGM/UA
Raggedy Man	HBO* ST TMC HTN*	Universal
Raw Deal	C	Electric Picture Co.
Raw Force	ST	American Panavision
The Return of a Man Called Horse	C*	MGM/UA
Sixth And Famous	(ST) C*	MGM/UA
Richard Pryor Live On the Sunset Strip	HBO* *	Columbia
Rumbelly Island	ST *	Grundy
Safari 3000	HBO TMC	MGM/UA
The Salamander	(HBO) (TMC) HTN	AFD
Sea Wife	C	20th Century Fox
Silent Rage	HBO* *	Columbia
Smokey and the Bandit	TMC C*	Universal
SOB	(ST) TMC C*	Lorimar
Some Kind of Hero	HBO ST TMC	Paramount
Spirit of the Wind	HTN	Atlantic
Star Watt	(HBO) (ST) (TMC) HTN*	20th Century Fox
The Street Fighter	TMC	Film Ventures
Sweet Music	TMC	Specialty Films
Summer Holiday	ST	MGM/UA
Superman II	(HBO) ST* (TMC) HTN*	Warner Bros.
The Thing	HBO ST TMC	Universal
Tiger Bay	C*	Jamul
Tim	TMC (HTN)	Satori
Tip on a Dead Jockey	ST	MGM/UA
Tragedy of a Ridiculous Man	ST TMC C*	Warner Bros.
True Confessions	C	MGM/UA
Two Weeks With Love	ST	MGM/UA
Under the Rainbow	ST (TMC) HTN*	Warner Bros.
Up In Smoke	ST	Paramount
Venom	ST C*	Film Ventures
Victory	HBO HTN* (C)	Lorimar
Waiting Hours	HBO* (ST) TMC	20th Century Fox
Waitress	ST TMC	Troma
Who is Killing the Great Chefs of Europe?	C	Lorimar
Whose Life is it Anyway?	HBO* (ST) (TMC) C	MGM/UA
Wolfen	HBO* ST TMC	Warner Bros.
The Woman Next Door	TMC	Cinema Signal
Wrong is Right	HBO	Columbia
Zoot Suit	HBO	Universal

Cable network legend
HBO—Home Box Office
ST—Showtime
TMC—The Movie Channel
HTN—Home Theater Network Plus
C—Cinemax



Richard Pryor from 'Some Kind of Hero.'

■ Networks in parentheses indicate carriage in January, February, March, April and/or May.

■ An asterisk following a network indicates the film is a carry over from January, February, March, April and/or May.

■ In total, 162 films appear on the June schedules of HBO, Showtime, The Movie Channel, HTN Plus and Cinemax. Of those titles during the last six months (January-June 1983), one film, "For Your Eyes Only," played on all five services. Ten films appeared on four of the five networks, 24 on three and 34 on two networks. Ninety-four films are unduplicated.

■ The motion picture distributor to play cable with the most titles featured this month is MGM/UA with 25, followed by Warner Bros. with 17 and Paramount with 16.

■ "Poltergeist," the modern-day ghost drama directed by Tobe Hooper and produced by Steven Spielberg, lands on the month's program guide cover of Showtime, HBO, Cinemax and The Movie Channel. Also on the HBO/Cinemax cover, the Oscar-nominated war thriller, "Das Boot." The Boot." Coverage of Wimbledon '83 and a Dolly Parton special, "Dolly," is featured on the HBO guide cover. Al Pacino appears on the HTN Plus guide in a scene from the comedy-drama "Author, Author."

Top 20 MSOs

Rank	Multiple system operator	Basic Subs	
1	Tele-Communications Inc.	2,255,000	(12/82)
2	American Television and Communications Corp.	2,198,000	(3/83)
3	Group W Cable	1,904,641	
4	Cox Cable Communications Inc.	1,376,788	(6/83)
5	Warner Amex Cable Communications Inc.	1,300,000	
6	Storer Cable Communications	1,228,977	(3/83)
7	Times Mirror Cable Television Inc.	830,344	
8	Rogers UA Cablesystems	755,429	
9	Newhouse Broadcasting	751,625	(6/83)
10	Continental Cablevision	664,000	(6/83)
11	Viacom Cablevision	650,289	
12	United Cable Television Corp.	596,076	(6/83)
13	Sammons Communications Inc.	549,890	(6/83)
14	TeleCable Corp.	360,091	(5/83)
15	Capital Cities Cable	314,283	(11/82)
16	General Electric Cablevision	314,000	(5/83)
17	Cablevision Systems Development	308,000	
18	Comcast Cable Communications	304,000	(6/83)
19	Heritage Communications Group	288,699	(3/83)
20	Liberty Communications	263,317	(5/83)

Number is a company estimate.
Includes MetroVision, NewChannels Vision Cable.

Top 20 systems

Rank	Location	Operator	Subscribers	
1	San Diego, Calif.	Cox Cable	221,585	(12/82)
2	Woodbury (Long Island), N.Y.	Cablevision Systems	192,000	
3	Manhattan, N.Y.	ATC	174,475	(3/83)
4	San Antonio, Texas	Rogers UA	161,359	
5	Houston, Texas	Warner Amex	158,500	
6	West Orange, N.J.	Maclean Hunter	148,044	(5/83)
7	Wayne, N.J.	Rogers UA	119,941	
8	Tulsa, Okla.	United Cable	106,565	(6/83)
9	Audubon, N.J.	NYT Cable	105,332	(6/83)
10	Erie County, N.Y.	Prime Cable	100,287	(6/83)
11	Austin, Texas	ATC	97,425	(3/83)
12	San Jose, Calif.	Gill Industries	96,000	
13	Cincinnati, Ohio	Warner Amex	95,000	
14	Tidewater, Va.	Cox Cable	91,393	(12/82)
15	Baltimore County, Md.	Cablec Cable	90,153	(6/83)
16	Orlando, Fla.	ATC	86,700	(3/83)
17	Central Islip (Li.), N.Y.	Viacom	86,606	
18	Seattle, Wash.	Group W Cable	85,907	
19	Jefferson Parish/Kenner, La.	Cox Cable	82,962	(12/82)
20	Toledo, Ohio	Buckeye Cablevision	81,009	

Number is an estimate.
Note: Subscriber counts are as of 6/83 unless noted otherwise.

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